# INFORMATION LETTER

Not for Publication — **NATIONAL CANNERS ASSOCIATION** — For Members Only

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## Business Indicators

By the end of 1953 the trends of the major statistical indicators of business conditions were not sufficiently definite to give a clear picture of the condition of the U. S. economy. The leading indicators had

*(Please turn to page 129)*

## USDA Insect Pest Survey and Reporting Service

A more effective insect pest reporting service is expected to result from the work of full-time state insect survey supervisors sponsored jointly by the U. S. Department of Agriculture and state agricultural agencies.

The USDA reports that supervisors already are at work in seven states and should be on the job in several other states soon.

The first cooperative federal-state insect survey supervisor was appointed in Missouri in July, 1953. Since then, similar posts have been filled by USDA and the States of Maryland, Texas, Arizona, Utah, Louisiana, and Florida.

Sponsoring agency in the USDA is the Plant Pest Control Branch of the Agricultural Research Service, which, since establishment of the program in 1952, has supplied farmers weekly reports of national insect pest conditions, through press and radio and their agricultural leaders. The information has been compiled into a weekly USDA publication, "The Cooperative Economic Insect Report."

Full-time supervisors in the states are expected to increase the flow of timely and valuable information about impending insect outbreaks and the discovery of new or dangerous insect pests, according to USDA. By continually strengthening insect reporting through such moves, the entomologists hope eventually to provide farmers with as much immediate, accurate information on insect conditions as they now receive on weather.

The new survey plan has resulted from recommendations of an advisory committee representing the Entomological Society of America.

## Quartermaster General Asks Fair Trial of 1954 Program For Procuring Canned Foods

In response to the N.C.A. protest on the QMC's program for procurement of 1954-pack fruits and vegetables, The Quartermaster General requested this week that the canning industry give the new buying system a thorough trial during the coming year.

The Quartermaster General, Maj. Gen. K. L. Hastings, wrote to Alfred Stokely, Chairman of the N.C.A. Procurement Committee, expressing confidence in the correctness of his decision on the 1954 program.

The Quartermaster General's acknowledgment is being studied by the N.C.A. Procurement Committee and Chairman Stokely invites canners to advise him at N.C.A. headquarters of their individual views. Such expressions will assist the Procurement

*(Please turn to page 128)*

## Canned Foods Are Stabilizer

Whether we have adjustment, recession or depression, canned foods will guarantee that American families are well fed, N.C.A. Secretary Carlos Campbell told Virginia canners at their annual meeting.

"Canned foods have carried Mrs. Housewife through all the major emergencies of this century," Mr. Campbell stated. "In wars or depressions, in periods of high income or hard times they have always given the consumer her greatest value per food dollar spent. The home economists and scientists of this industry have ensured their high quality and nutritive values; and the efficiency of canners and the free competition that characterize this industry have maintained price stability at the purchasing point. Canned foods are the great economic stabilizer of the American food market," he said.

Whatever happens to the country's future economy, Mr. Campbell gave assurance that the present great variety of products and of grades within those products will be available to meet any form of consumer require-

*(Please turn to page 130)*

## Grades for Canned Peas

The U. S. Department of Agriculture on February 24 announced an extension of time until April 1 for submitting views and comments on proposed revised U. S. standards for grades of canned peas.

## N.C.A. Research Report on Pea Blancher Contamination

The results of a two-year study of pea blancher contamination are given in the report "Studies on Thermophilic Flat Sour Contamination in Pea Blanchers," which is available from National Canners Association, Western Branch Laboratory, 1950 Sixth Street, Berkeley 2, Calif.

Thermophilic flat sour contamination in pea blanchers can be the cause of flat sour spoilage in the canned product. The studies show that in rotary drum blanchers the contamination can result from temperature reductions brought about by aspiration of cold air into the blanchers during their operation. Heaviest growth of thermophilic bacteria occurs on the inside of the blancher doors and on surfaces above the water line with which the cold air comes in contact.

Drum blanchers having mechanical features which allowed greater aspiration of air, such as wide discharge throat or loose-fitting side doors, were found to be more highly contaminated than blanchers on which these features tended to exclude air. When the contaminated blanchers were equipped with modifications which elevated temperatures of inside surfaces, a marked reduction in the contamination occurred.

In tubular blancher systems, the principal source of the thermophilic spores found on the blanched peas was the dewatering cylinder into which the peas were discharged after blanching. When cold, chlorinated water sprays were used to wash and cool the dewatering cylinder, the number of thermophilic spores on the blanched peas were reduced by 96 percent.

# FARM PROGRAM

## No Potato Assistance Program

No assistance program for the potato industry will be undertaken now, it was announced February 16 by the U. S. Department of Agriculture. Potatoes are not eligible for price support.

### Procurement Program

*(Concluded from page 127)*

Committee in determining what further course of action is warranted.

Following is the text of The Quartermaster General's letter:
Dear Mr. Stokely:

Reference is made to your letter of 10 February 1954 inclosing a resolution adopted by the industry on the subject of government procurement of seasonal pack subsistence items.

In December, 1953, a meeting of the Industry Advisory Committee on Fruit and Vegetable Canning was held in this office. Perhaps the most important question on the agenda was the need for continuation of the mandatory food orders which were in effect during 1951, 1952 and 1953. It was the consensus of the Committee that a Defense Food Order, making mandatory the set-aside of a portion of the production of each canner, is a desirable foundation of a military procurement procedure. The Committee did not, however, indicate that such an order was a prerequisite to supply accomplishment. The Committee's recommendations and statements regarding industry practices and procedures were carefully evaluated in determining the procurement procedure to be followed during 1954. In the light of present indications that military requirements from the 1954 packs will be somewhat lower than the requirements of the past three years, it was concluded that it should be possible to secure these lower requirements without resort to a mandatory Defense Food Order.

On the basis of 1953 experience, it also was concluded that procurement on a competitive basis should result in lower cost to the government. While it is recognized that there are inherent risks of failure of supply of some items under the procedure decided upon, it was concluded that the anticipated savings warrant the assumption of these risks.

Since the views of the Advisory Committee were given full consideration prior to the decision to effect the 1954 procurement by competitive negotiation, it would appear that calling another meeting of the Committee would not be very fruitful at this time.

I assure you that the decision in this matter was based on the overriding consideration of economical procurement. It therefore does not constitute in any way a reflection on the views or recommendations of either the Industry Advisory Committee or the National Canners Association. The members of the Committee and Association have been most helpful to us both individually and collectively. You may be sure that the fine relationship with your industry is very much appreciated by all of us in the Corps who are concerned with the procurement of food.

We would appreciate very much your giving the new system a thorough trial during the succeeding year, because I am confident that as General Waldron proceeds on the method he has outlined, you will agree that we have made the correct decision under the circumstances. Needless to say, if situations develop that would cause us to modify our method of procurement, we shall be in a position to make whatever changes may be necessary.

Respectfully yours,

K. L. Hastings
Major General, USA
The Quartermaster General

# STATISTICS

## Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

| | 1953 | 1954 |
|---|---|---|
| | *(thousands of dozens)* | |
| Canner stocks, Jan. 1 | 55,300 | 65,305 |
| Pack during Jan. | 12,525 | 13,124 |
| Supply | 67,825 | 78,429 |
| Canner stocks, Feb. 1 | 54,083 | 64,875 |
| Canner shipments during Jan. | 13,742 | 13,554 |

## Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of January has been reported by the Bureau of Animal Industry, USDA. However, this report represents only the supply of meat products canned during that period and remaining for civilian consumption. Total production, including quantities for defense, was 172,343 thousand pounds.

**Canned Meat and Meat Products Processed under Federal Inspection**
**January, 1954**

| | 3 Lbs. & over | Under 3 Lbs. | Total |
|---|---|---|---|
| | *(in thousands of pounds)* | | |
| Luncheon meat | 10,950 | 7,768 | 18,717 |
| Canned hams | 11,233 | 386 | 11,618 |
| Corned beef hash | 318 | 4,902 | 5,220 |
| Chili con carne | 652 | 13,389 | 14,041 |
| Vienna sausage | 109 | 2,647 | 2,756 |
| Frankfurters and weiners in brine | 10 | 662 | 673 |
| Deviled ham | ..... | 505 | 505 |
| Other potted and deviled meat products | ..... | 3,035 | 3,035 |
| Tamales | 261 | 3,369 | 3,630 |
| Sliced, dried beef | 54 | 426 | 480 |
| Liver products | ..... | 109 | 109 |
| Meat stew | 39 | 8,197 | 8,235 |
| Spaghetti meat products | 109 | 5,582 | 5,690 |
| Tongue (not pickled) | 126 | 171 | 297 |
| Vinegar pickled products | 1,020 | 1,177 | 2,197 |
| Bulk sausage | ..... | 438 | 438 |
| Hamburger | 146 | 16,537 | 16,682 |
| Soups | 1,948 | 49,518 | 51,466 |
| Sausage in oil | 326 | 32 | 358 |
| Tripe | ..... | 506 | 506 |
| Brains | ..... | 313 | 313 |
| Bacon | 19 | 1 | 20 |
| All other products 20% or more meat | 188 | 6,934 | 7,122 |
| All other products less than 20% meat (except soup) | 191 | 12,530 | 12,721 |
| Total all products | 27,699 | 130,283 | 160,982 |

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense agencies are not included in these items. Total production, including quantities for defense agencies, was 172,343 thousand pounds.

## Stocks of Canned Foods on Feb. 1 and Season Shipments

Reports on canners' stocks and shipments of canned RSP cherries, sweet cherries, apricots, peaches, pears, asparagus, corn, tomatoes, tomato juice, catsup, and chili sauce have been issued by the N.C.A. Division of Statistics, and detailed reports covering February 1 stocks have been mailed to all canners packing these items.

| Item | Carry-over month | Total Supply 1952 | Total Supply 1953 | Stocks, Feb. 1 1953 | Stocks, Feb. 1 1954 | Season Shipments to Feb. 1 1953 | Season Shipments to Feb. 1 1954 |
|---|---|---|---|---|---|---|---|
| | | | | *(thousands of cases)* | | | |
| Cherries, RSP (actual) | July | 4,105 | 3,967 | 981 | 1,250 | 3,123 | 2,712 |
| Cherries, sweet (24/2½) | June | 1,420 | 1,322 | n.a. | 499 | n.a. | 823 |
| Apricots (24/2½) | June | 4,625 | 5,425 | n.a. | 2,259 | n.a. | 3,166 |
| Peaches (24/2½) | June | 23,233 | 24,252 | n.a. | 10,303 | n.a. | 13,949 |
| Pears (24/2½) | June | 8,207 | 7,331 | n.a. | 2,866 | n.a. | 4,465 |
| Asparagus (actual) | March | 5,462 | 5,428 | n.a. | 707 | n.a. | 4,720 |
| Corn (actual) | Aug. | 38,640 | 38,562 | 16,787 | 20,333 | 21,853 | 18,229 |
| Tomatoes (actual) | July | 26,903 | 25,800 | n.a. | 11,079 | n.a. | 14,721 |
| Tomato juice (actual) | July | 36,722 | 38,967 | n.a. | 21,793 | n.a. | 17,173 |
| Catsup (actual) | July | 25,413 | 25,577 | n.a. | 13,392 | n.a. | 12,185 |
| Chili sauce (actual) | July | 3,605 | 3,425 | n.a. | 1,701 | n.a. | 1,724 |

n.a. Not available.

## Business Indicators

(Concluded from page 127)

been trending irregularly downward for some months, but the indicators in the coincident group and the lagging group had not clearly indicated the direction of the trends. By the end of January the American Institute for Economic Research stated that "if the lagging indicators continue downward for one or two more months, we shall have the last important confirmation that the recession underway is sufficiently great to be classified as cyclical." By the end of February they stated that a recession has been reflected in the movements of all three groups of indicators. During the past month the trends of the leading statistical indicators have given some evidence that a recovery has begun but the evidence is inconclusive. The probabilities at this time appear to favor a continuation of the downward trend in general business activity during the next several months.

### Industrial Production

By the end of December, 1953, the index of industrial production was down 5 percent below a year ago. The production index for manufactured food products was 2 percent below that of a year ago; but the index on canned and frozen foods was up almost 3½ percent above a year ago. The preliminary January, 1954, index of industrial production showed a slight decline from December and stood at about the same level as the average for 1952. Production of durable goods had been expected to decline more rapidly than that of nondurable. Preliminary January indexes indicated that this expectation probably was correct. In the nondurable manufacturing group textiles and apparel showed the biggest production drop in January.

| Industrial Production (1947-49 = 100) | Dec. | Change from Month ago | Change from Year ago |
|---|---|---|---|
| | | (percent) | |
| Total industry | 125 | −4 | −5 |
| Manufactured food products | 103 | −4 | −2 |
| Canned and Frozen Foods | 90 | −17 | +3.4 |

### Employment

The figures shown in the table below for January, 1954, are from the "old sample." Although the trend in the number of employed did not change significantly in the new sample, the total number of persons in the civilian labor force did increase by about 700,000, thus making the unemployment figure for January almost 3.1 million instead of the previously reported figure of 2.4 million. The new estimate of the number unemployed amounts to slightly less than 5 percent of the total civilian labor force. In the canning and preserving industry, employment in January at 140,000 was a little more than 6 percent above employment a year ago.

| Employment | Jan. | Change from Month ago | Change from Year ago |
|---|---|---|---|
| | (thousands) | (percent) | |
| Total employment | 59,753 | −1.7 | −1.7 |
| Civilian labor force | 62,840 | +0.4 | +0.2 |
| Total manufacturing | 16,113 | −2.3 | −4.6 |
| Canning and Preserving Industry | 140 | −18.6 | +6.1 |

### Sales and Inventories

The value of total business inventories in December, 1953, was down 3.6 percent from the previous month but still was 5 percent higher than a year ago. Manufacturing inventories were up about 5½ percent from a year ago and in addition showed an increase from the previous month. Inventories in the canning and preserving industry at the end of December were valued at 7.7 percent above a year ago, although inventories in the food and kindred products industry as a whole were down almost 5½ percent. Retail inventories reached their peak in September, 1953, and since then have been showing a gradual decline. September and October, 1953, also represented the peak period in manufacturing inventories.

Sales have generally shown the opposite movement from the inventory trends when compared with a year ago. Both total business and manufacturing sales were down about 3 percent from a year ago. However, sales of food and kindred products in December, 1953, were 12½ percent higher than a year earlier. For the canning and preserving industry sales were a phenomenal 122 percent above a year ago, thus making a much more favorable sales-inventory ratio since inventories in the canning and preserving industry were up only 7.7 percent. Both wholesale and retail sales were down from a year ago but sales in retail food stores were 1.4 percent higher than in December, 1952.

| Sales and Inventories (unadjusted) | Dec. | Change from Month ago | Change from Year ago |
|---|---|---|---|
| | (billion dollars) | (percent) | |
| Inventories: | | | |
| Total business | 79.8 | −3.6 | +5.0 |
| Manufacturing | 46.9 | +0.9 | +5.6 |
| Food and kindred products | 3.7 | −1.3 | −5.4 |
| Canning and Preserving | 0.9 | −5.6 | +7.7 |
| Wholesale, total | 11.7 | −3.8 | +3.3 |
| Retail, total | 21.1 | −10.3 | +4.7 |
| Sales: | | | |
| Total business | 50.0 | +5.4 | −3.0 |
| Manufacturing | 23.9 | +0.2 | −2.7 |
| Food and kindred products | 3.7 | −1.9 | +12.5 |
| Canning and Preserving | 0.5 | −6.4 | +121.8 |
| Wholesale, total | 9.3 | +0.5 | −3.8 |
| Retail, total | 16.4 | +17.6 | −3.0 |
| Food stores | 3.6 | +9.5 | +1.4 |

### Prices

Average wholesale prices during most of January were stable with the monthly index being slightly above that for December. Farm products advanced about 4 percent above the December level and stood at 1.7 percent below a year ago. Fresh vegetable prices showed the greatest change from a year ago, being almost 24 percent lower. The wholesale price index of canned vegetables and soups was about 3 percent under a year ago, while the price index for canned fruits and juices was up about 2 percent. Consumer prices declined slightly (0.1 percent) during January but were still 0.7 percent above a year ago. The index of retail food prices showed a movement contrary to the all-commodity index—down 1.3 percent from a year ago but 0.3 percent above the December retail food price index. Canned fruit and vegetable prices at retail were 0.1 percent below the December, 1953, prices and 2.3 percent below a year ago.

| Prices (1947-49 = 100) | Jan. | Change from Month ago | Change from Year ago |
|---|---|---|---|
| | | (percent) | |
| Wholesale: | | | |
| All commodities | 110.8 | +0.6 | +0.8 |
| All foods | 104.5 | +1.4 | −0.5 |
| Farm products | 97.9 | +3.7 | −1.7 |
| Fruits, fresh | 105.6 | −4.1 | +0.2 |
| Vegetables, fresh | 81.8 | +5.8 | −23.9 |
| Fruits and Juices, Canned | 107.5 | 0 | +1.7 |
| Vegetables and Soups, Canned | 104.3 | −0.2 | −3.1 |
| Retail: | | | |
| All commodities | 114.9 | −0.1 | +0.7 |
| All foods | 112.3 | +0.3 | −1.3 |
| Canned Fruits and Vegetables* | 103.3 | −0.1 | −2.3 |

* Calculated by N.C.A. Division of Statistics.

### Income and Expenditures

Disposable personal income showed a very slight decline (0.2 percent) in the fourth quarter of 1953 when compared with the third quarter, but was still about 2½ percent above the fourth quarter of 1952. Personal consumption expenditures likewise showed a slight decline in the fourth quarter of 1953 but were about 2½ percent above a year ago. Personal net savings in the fourth quarter of 1953 were almost 4 percent greater than savings during the fourth quarter of 1952. During the fourth quar-

ter of 1953 consumers were saving about 7.7 percent of their disposable income. Per capita disposable income in the fourth quarter of 1953 was calculated at $1,539 compared with $1,549 in the fourth quarter of 1952.

| Income and Expenditures | Fourth quarter 1953 | Change from Third quarter 1953 | Change from Fourth quarter 1952 |
|---|---|---|---|
| | (billion dollars) | (percent) | |
| Disposable personal income | 249.3 | −0.2 | +2.6 |
| Personal consumption expenditures | 230.0 | −0.4 | +2.5 |
| Expenditures, nondurable goods | 120.4 | −0.8 | −0.6 |
| Personal net savings | 19.3 | +2.7 | +3.8 |

### Business Failures

The most significant fact in the statistics concerning the number and liabilities of business failures is the relatively large increase in the liabilities of failures in contrast to the moderate increase in the number of failures. For all business, the number of failures in December, 1953, showed a 40 percent increase from a year ago, while liabilities for these 813 failures were up 87 percent from a year earlier. In manufacturing, the number of business failures was up 48 percent over a year ago, but the liabilities of these failures was 188 percent above a year earlier. The biggest increase in liabilities of business failures in December occurred in the food and kindred manufacturing group where liabilities were 759 percent above the liabilities of failures in December a year ago. The number of failures in the food and kindred products industry was up 70 percent over a year ago. In the canning and preserving industry the number of failures was actually one-third less than December a year ago, while the liabilities were up 65 percent above a year ago.

| | Dec., 1953 | Change from Month ago | Change from Year ago |
|---|---|---|---|
| | (number) | (percent) | |
| Business Failures: | | | |
| All business | 813 | −0.3 | +39.5 |
| Manufacturing | 190 | +9.8 | +48.4 |
| Food and kindred products | 17 | +6.2 | +70.0 |
| Canning and Preserving | 4 | +33.3 | −33.3 |
| | (thousands of dollars) | (percent) | |
| Current Liabilities: | | | |
| All business | 43.8 | +18.9 | +87.0 |
| Manufacturing | 23.3 | +73.9 | +188.0 |
| Food and kindred products | 4.8 | +170.0 | +759.4 |
| Canning and Preserving | 1.1 | −31.8 | +64.7 |

# SUPPLIES

## 1953 Metal Can Shipments

Shipments of metal cans for fruits and vegetables, including juice, were about 3½ percent greater during 1953 than in 1952, according to a report by the Bureau of the Census, U. S. Department of Commerce.

Shipments of all food cans in 1953 were 2 percent greater than during 1952, while shipments of cans for nonfood products rose 14 percent. Controls on use of tin and tin cans were terminated early last year.

The shipments are measured in terms of short tons of steel consumed in the manufacture of cans.

| | 1952 | 1953 |
|---|---|---|
| | (short tons of steel) | |
| Fruit and vegetable (including juice) | 1,340,177 | 1,386,095 |
| Fish and sea food | (a) | 103,501 |
| Meat, including poultry | (a) | 125,634 |
| Evaporated milk | 350,650 | 226,478 |
| Condensed milk | 5,063 | 40,590 |
| Other dairy products | 32,681 | |
| Lard and shortening | 93,312 | 93,637 |
| Coffee | (a) | 202,920 |
| All other food cans | 832,982 | 435,909 |
| Total food cans | 2,554,874 | 2,614,764 |
| Total nonfood cans | 1,287,296 | 1,467,490 |
| Total metal cans | 3,842,254 | 4,082,254 |

(a) Data combined with "all other food cans" to avoid disclosing figures for individual companies.

## Glass Container Shipments

Shipments of wide-mouth glass containers for food during 1953 were 9.3 percent greater than the total shipped during 1952, according to a report by the Bureau of the Census, U. S. Department of Commerce.

Shipments of narrow-neck containers for food were 2½ percent greater than in 1952.

The increases reported for 1953 correspond to the record for 1952, when shipments of wide-mouth food containers were up almost 8 percent and shipments of narrow-neck food containers were 3 percent above shipments of the preceding year.

| | 1952 | 1953 |
|---|---|---|
| | (quantities expressed in gross) | |
| Wide-mouth food (including fruit jars and jelly glasses) | 28,913,100 | 31,610,396 |
| Narrow-neck food | 11,913,506 | 12,216,864 |

### Commercial Closures

Shipments of vacuum and friction-type metal cap closures for commercial packers in 1953 were reported at 3,314,516,000 units, 8 percent above shipments during 1952.

### Canned Foods Are Stabilizer

(Concluded from page 127)

ment. "Gourmet meals from top-quality canned foods will still be possible for those with elite tastes; the humbler-priced values will still be on the grocery shelves, if retrenchment is called for," he asserted.

The canner has always furnished this dependability and reliability for all the elements he serves—farmer, laborer, consumer, Mr. Campbell said. "He gives the grower of canning crops valuable stability; for a quarter of a century he has purchased his tomatoes from the farmer at a figure closer to parity than soybeans, for example, which the government supports; snap beans, closer to parity than wheat; peas, at or above parity in 20 of the last 24 years, as contrasted with government-supported field corn, above parity in only six years.

"Canners also have boosted their rate of pay to cannery labor by almost three-fourths in the past 10 years.

"And despite these steadily rising payments to farmers, to labor, for transportation, for cans, cases, labels and other supplies, the average price to the consumer has been less than most other forms of the same food at the retail counter," he concluded.

## SBA Publications

The Small Business Administration, which has headquarters in the Lafayette Building, Washington 25, D. C., has issued the following publications as management aids for small business:

"Better Communications in Small Business"—containing suggestions on how to use business communications for more effective management and better operating results (available from the Government Printing Office for 20 cents a copy).

"Making Your Sales Figures Talk"—explaining how internal records of selling operations may be combined with external reports to analyze sales volumes by product groups, geographical locations, trade channels, and classes of market (available from the Government Printing Office for 20 cents a copy).

"How the U. S. Employment Service Helps Small Businesses"—points out that 1,650 full-time and 2,000 part-time state employment offices throughout the country give assistance with recruitment of workers of all types.

# PERSONNEL

## N.C.A. Home Economists Attend Professional Meetings

On February 19, Katherine R. Smith, Director of the N.C.A. Home Economics Division, was an honorary advisory judge at the 22nd annual National Cherry Pie Baking Contest. This event, sponsored by the National Red Cherry Institute, was held in the Hotel Morrison in Chicago. State winners from all 48 states participated.

The national winner was Beverley Jones of Ogden, Utah. Four regional winners also were awarded prizes. In addition to her work with the contest, Miss Smith conferred with the food leaders and writers in Chicago.

On February 20 the Callahan-Richardson Workshop in Home Economics Writing was held in Richmond, Va. These two ladies have had an extensive range of experience in magazine editing, newspaper release preparation, authoring books, working with agencies on brochures, reports, food photographs, and school materials. Results of this broad experience have been used as the basis for a short course keyed to modern production requirements. The course was attended by Moselle Holberg and Molly Melham, N.C.A. editorial home economists, and Gloria Hansen, test kitchen home economist.

## Canadian Food Processors

The Canadian Food Processors Association elected the following officers recently at the association's annual convention:

President—Frank T. Sherk, H. J. Heinz Co. of Canada, Ltd., Leamington, Ont.; first vice president—Ray R. Furlong, Burns and Co., Ltd., Calgary, Alta.; second vice president—Jean Raymond, Alphonse Raymond, Ltd., Montreal; manager—P. R. Robinson, Ottawa (reelected).

## Ozark Canners Association

The Ozark Canners Association elected the following officers recently at the association's annual meeting:

President—James J. Diehl, Jr., Hyde Park Canning Co., Muskogee, Okla.; vice president—Claude L. Todd, Stilwell Canning Co., Stilwell, Okla.; secretary-treasurer—A. Dewey Lewis, Fayetteville, Ark. (reelected).

## Illinois Canners Association

The Illinois Canners Association elected the following officers recently at the association's annual meeting:

President—R. E. Snively, Illinois Canning Co., Hoopeston, Ill.; vice president—Vernon Otto, Rock Valley Canning Co., Belvidere; secretary-treasurer—W. D. Jones, Streator (reelected).

# RESEARCH

## Bamboo Crop Proposed

Studies are showing important possibilities for bamboo as a money-making crop for Southern farmers, according to the U. S. Department of Agriculture. In a report on an industrial survey by the engineering department at Georgia Tech, the potential market for bamboo is estimated at from $1,300,000 to $2,000,000 a year and some 70 different uses for bamboo are listed, with emphasis on paper. The list of potential uses includes bamboo shoots for food.

Copies of "A Survey of the Bamboos" are available on request from the Press Service, Office of Information, USDA, Washington 25, D. C.

## 100 Years of Insect Control

A new publication, "Fighting Our Insect Enemies," summarizes 100 years of research on curbing the destructive attack of insects on man's health, food and shelter, and the application of this research for the benefit of agriculture and the general public.

Copies of "Fighting Our Insect Enemies" (A.I.B. 121) may be obtained on request from the Office of Information, USDA, Washington 25, D. C.

# PUBLICITY

## Today's Woman Magazine

The article "Party Pretty Desserts from A Can of Fruit" fills four and a half pages of the February issue of *Woman's Day* magazine.

Authors Betty Gibbs and Dorothy Friedman, associate food editors, give their readers six recipes for company desserts that can be prepared in less than 10 minutes when they "whip out a can of fruit." The six glamorous desserts are shown on two pages of color photographs. Five additional recipes are given, some of which are pictured in black and white photographs.

The recipes include the following canned fruits: pineapple, dark sweet cherries, apples, pears, fruits for salad, peaches, apricots, orange sections, cranberry sauce, and applesauce.

## Look Magazine

*Look* magazine's article "Is This the Protein Age?" in the February 9 issue points out that the dietary emphasis is now on protein.

On a double page of color photographs of various meats and meat dishes, one picture is devoted to canned meats, showing ham, dried chipped beef, and luncheon meat. The caption for the picture says, "One pound of meat in ten now goes in cans—increasingly popular for their economy."

Recipes and suggestions for some protein dishes end the article. In these the following canned foods are used: tomato juice, consomme, sauerkraut, sausages, frankfurters, condensed tomato, celery or mushroom soup, and baked beans.

## True Story Magazine

Each month in the food section of *True Story* magazine, there is an article based on recipes sent in by readers. The March article is "My Family Never Tires of Tuna-Noodle Casserole." This recipe is shown in an attractive full-page color photograph.

Seven recipes are given, all featuring canned fish. The following canned foods are used: tuna, salmon, sardines, shrimp, pimiento, mushrooms, tomatoes, and tomato sauce. Tomato juice and ripe olives are used in the suggested menu.

## Better Living Magazine

In the March *Better Living* magazine, one of the group of articles entitled "All About Beans" features canned beans.

"A can of baked beans becomes a major dish in the hands of a good cook," begins "All About Beans—Quick Style From A Can." A black and white photograph shows each of the five recipes given. Along with the beans, canned tomatoes and chili sauce are used.

*Better Living* is distributed in over 9,000 super markets throughout the country and has a circulation of 2½ million.

## Family Circle Magazine

A page of attractive color photographs in the February *Family Circle* magazine shows desserts made with canned cherries. It accompanies the article "Sweet Ending with Canned Cherries".

Introducing the four recipes, the subtitle says: "February's the month for cherries—lusciously red and juicy—for holiday parties or plain extra-good eating. Open a can of just-right tart reds for our fanciful Valentine beau catchers . . . sweet meaty Bings for quick jubilee shortcake . . . popular ready-to-bake pie filling for cherry-crisp pin wheel and meringue-tipped torte."

## Fish Dishes on TV

The NBC television show "Mr. Peepers" has scheduled fish dishes and ways of preparing them on four shows during the Lenten season, beginning Sunday, February 28. The weekly network show, with an estimated 22 million viewers, is sponsored by Reynolds Metals Company.

The commercial on the February 28 program shows a method for preparing tuna or salmon casserole and for broiling fish fillets.

The March 7 commercial will highlight preparation of a salmon-macaroni casserole, tying in with the national promotion of this item.

On March 14 special tribute will be paid to the seafoods industry and special emphasis will be given to the nutritive values of seafoods.

The March 28 program will show preparation of tuna casseroles and will include a few of the many tuna products packaged in aluminum foil.

# CONGRESS

## Agricultural Attachés

Agricultural attachés employed and assigned by the U. S. Department of Agriculture but having full diplomatic status would be provided for under legislation introduced by Chairman Clifford R. Hope of the House Committee on Agriculture. The bill, H. R. 7997, reflects the views of a number of members of Congress that American agriculture has not received the degree of recognition under the State Department that it would receive if handled by attachés employed by USDA.

## Forthcoming Meetings

March 11-12—Tri-State Packers Association, Inc., Annual Spring Meeting, Ben Franklin Hotel, Philadelphia

March 12-13—Utah Canners Association, 42nd Annual Convention, Hotel Utah, Salt Lake City

March 15-16—Canners League of California, 50th Annual Directors Conference, Santa Barbara Biltmore, Santa Barbara

March 23—Wisconsin Canning Technology Conference, Loraine Hotel, Madison

March 24—Wisconsin Canners Safety Institute, Loraine Hotel, Madison

April 8—Indiana Canners Association, Spring Meeting, Claypool Hotel, Indianapolis

May 11-12—Pennsylvania Canners Association, 3rd Annual Sales Clinic, Galen Hall Hotel, near Reading

May 16-19—U. S. Wholesale Grocers Association, Convention and Exposition, Kiel Auditorium, St. Louis, Mo.

May 17-19—Grocery Manufacturers of America, Inc., Midyear Meeting, Boca Raton Hotel, Boca Raton, Fla.

May 23-26—Super Market Institute, Annual Convention, Public Auditorium, Cleveland

June 13-14—Michigan Canners' and Freezers' Association, Spring Meeting, Park Place Hotel, Traverse City

June 13-17—National Association of Retail Grocers, Annual Convention, National Guard Armory, Washington, D. C.

## Call for 1954 *Directory* Copy

Although approximately 45 percent of the forms for the 1954 *Canners Directory* have been received at Association headquarters, and listings have been changed according to canners' corrections, compilation of copy is being delayed by the absence of listings not yet received.

State listings cannot be completed until all the data is in. It is requested, therefore, that canners still holding *Directory* questionnaire forms return them to N.C.A. immediately.

## TABLE OF CONTENTS


PAGE

**Association Activities**
Call for 1954 *Directory* copy .... 132

**Congress**
Agricultural attachés ..... 132

**Farm Program**
No potato assistance program .. 128

**Meetings**
Canned foods are stabilizer .... 127
Forthcoming meetings ..... 132

**Personnel**
N.C.A. home economists attend professional meetings ..... 131
Canadian Food Processors ..... 131
Ozark Canners Association ..... 131
Illinois Canners Association ..... 131

**Procurement**
Quartermaster General asks fair trial of 1954 program for procuring canned foods ..... 127

**Publications**
SBA publications ..... 130

PAGE

**Publicity**
*Today's Woman* magazine ..... 131
*Look* magazine ..... 131
*True Story* magazine ..... 131
*Better Living* magazine ..... 131
*Family Circle* magazine ..... 132
Fish dishes on TV ..... 132

**Raw Products**
USDA insect pest survey and reporting service ..... 127

**Research**
Bamboo crop proposed ..... 131
100 years of insect control ..... 131

**Statistics**
Business indicators ..... 127
Canned baby food stocks ..... 128
Stocks of canned foods on Feb. 1 and season shipments ..... 128
Pack of canned meat ..... 128

**Supplies**
1953 metal can shipments ..... 130
Glass container shipments ..... 130

**Standards**
Grades for canned peas ..... 127